



2019 Local Government Community Satisfaction Survey

Northern Grampians Shire Council

Coordinated by the Department of
Environment, Land, Water and Planning
on behalf of Victorian councils

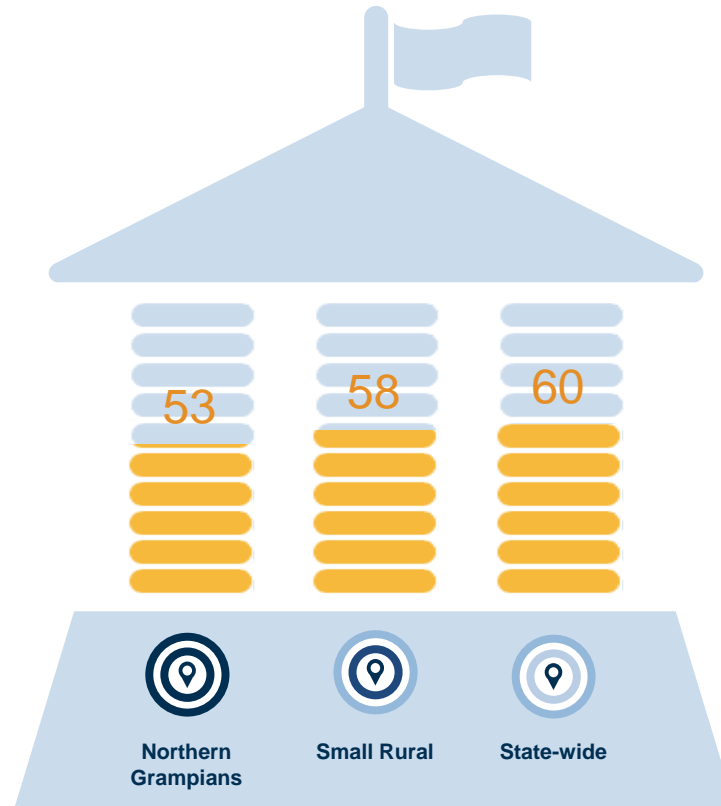


Contents

| | |
|--|------------------|
| <u>Background and objectives</u> | <u>4</u> |
| <u>Key findings and recommendations</u> | <u>6</u> |
| <u>Summary of findings</u> | <u>12</u> |
| <u>Detailed findings</u> | <u>19</u> |
| <u>Overall performance</u> | <u>20</u> |
| <u>Customer service</u> | <u>23</u> |
| <u>Council direction</u> | <u>27</u> |
| <u>Individual service areas</u> | <u>31</u> |
| <u>Community consultation and engagement</u> | <u>32</u> |
| <u>Lobbying on behalf of the community</u> | <u>34</u> |
| <u>Decisions made in the interest of the community</u> | <u>36</u> |
| <u>Condition of sealed local roads</u> | <u>38</u> |
| <u>Detailed demographics</u> | <u>40</u> |
| <u>Appendix A: Index scores, margins of error and significant differences</u> | <u>42</u> |
| <u>Appendix B: Further project information</u> | <u>47</u> |



Northern Grampians Shire Council – at a glance



Overall Council performance

Results shown are index scores out of 100.



Background and objectives



Background and objectives

The Victorian Community Satisfaction Survey (CSS) creates a vital interface between the council and their community.

Held annually, the CSS asks the opinions of local people about the place they live, work and play and provides confidence for councils in their efforts and abilities.

Now in its twentieth year, this survey provides insight into the community's views on:

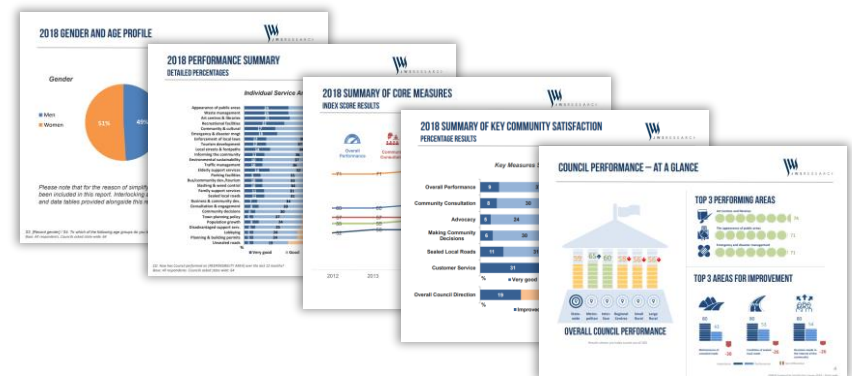
- councils' overall performance with benchmarking against State-wide and council group results
- community consultation and engagement
- advocacy and lobbying on behalf of the community
- customer service, local infrastructure, facilities and
- overall council direction.

When coupled with previous data, the survey provides a reliable historical source of the community's views since 1998. A selection of results from the last seven years shows that councils in Victoria continue to provide services that meet the public's expectations.

Serving Victoria for 20 years

Each year the CSS data is used to develop the State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 20 years of results, the CSS offers councils a long-term, consistent measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

Participation in the State-wide Local Government Community Satisfaction Survey is optional. Participating councils have various choices as to the content of the questionnaire and the sample size to be surveyed, depending on their individual strategic, financial and other considerations.





Key findings and recommendations



Overall performance

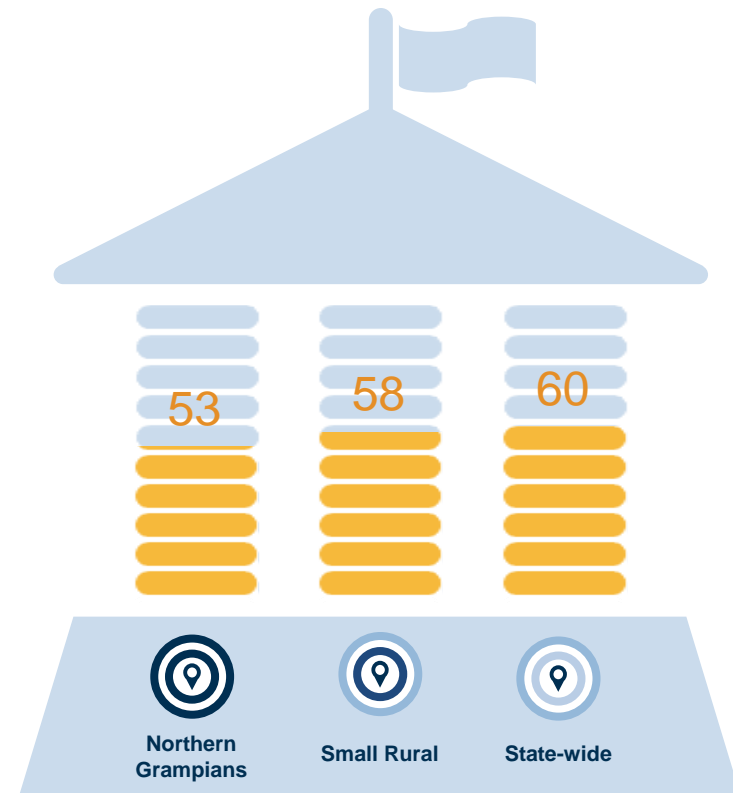
The overall performance index score of 53 for Northern Grampians Shire Council represents a three-point improvement on the 2018 result.

Notwithstanding the slight increase, Northern Grampians Shire Council's overall performance is rated significantly lower (at the 95% confidence interval) than the State-wide and Small Rural group averages (index scores of 60 and 58 respectively).

- Residents aged 18 to 34 years rate Council's overall performance significantly higher in 2019 (index score of 57) than in 2018 (index score of 49).

Slightly less than two in five residents rate Northern Grampians Shire Council's overall performance as 'very good' or 'good' (37%). Similar numbers (38%) rate Council's overall performance as 'average'. A further 22% provide a rating of 'very poor' or 'poor'.

Overall Council performance



Results shown are index scores out of 100.



Customer contact and service

Contact with council

Just under two-thirds (62%) of Northern Grampians Shire Council residents have had contact with Council in the last 12 months. This is not significantly different to 2018 (63%).

Northern Grampians Shire Council's contact rates are in line with the State-wide and small rural group averages (61% and 63% respectively).

- Residents aged 35 to 49 years had the most contact with Council (75%) in 2019; rate of contact amongst this group is significantly higher than the Council average.
- Conversely, residents aged 18 to 34 years had the least contact with Council (45%), rate of contact amongst this group is significantly lower than the Council average.
- There are no other significant differences across the demographic and geographic cohorts compared to the Council average.

Customer service

Northern Grampians Shire Council receives its highest performance rating for the quality of its customer service. Council's customer service index of 64 is in line with the 2018 result (index score of 65). Nonetheless, performance on this measure is rated significantly lower than the State-wide and small rural group council averages (index scores of 71 and 70 respectively).

Three in five residents rate customer service as 'very good' (22%) or 'good' (38%) compared to 20% who provide a 'very poor' or 'poor' rating. A further 20% rate customer service as 'average'.

- While there are no significant differences across the demographic or geographic cohorts relative to the Council average, St. Arnau residents (index score of 56) rate customer service lower than residents of other areas, despite having had more contact (69%) with Council in the past year.



Top performing areas and areas for improvement

Top performing areas

Customer service is the area where Northern Grampians Shire Council has performed most strongly overall (index score of 64). The next highest performing service areas – sealed local roads and consultation and engagement – each receive an index score of 53. More broadly, all service areas tested, other than customer service, rate in the low 50s on a 100-point scale.

Council performance ratings improved across all service areas tested in the past year, most of which were significant. The most improved measures in 2019, all significantly higher relative to 2018 results, are sealed local roads (index score of 53, up five points), consultation and engagement (53, up five points), and community decisions (51, up four points).

Areas for improvement

Notwithstanding increases, Council rates significantly lower than Small Rural group averages for most measures – community decisions, consultation and engagement, and lobbying – with the exception of sealed local roads. Council rates significantly lower than State-wide averages in community decisions, consultation and engagement, and sealed local roads.



Focus areas for coming 12 months

Perceptions of Council increased significantly in all but one area in the past year. This is a positive result for council.

In terms of priorities for the year ahead, Northern Grampians Shire Council should focus on bringing service levels in line with average ratings for other Councils in the Small Rural group.

While ratings on overall council direction for Northern Grampians Shire Council are not significantly lower than for the small rural and State-wide averages, a similar percentage of residents (19%) believe Council direction has deteriorated as think Council direction has improved (18%).

- Perceptions are significantly lower than average among St Arnau residents (index score of 40).

Focusing on good communication and transparency with residents about decisions Council has made in the community's interest, along with community consultation and engagement, could help drive up opinion of Council's overall direction.

Consideration should be given to residents of St Arnau more generally, who appear to be driving lower opinions in a number of areas in 2019. Alongside decreases in perceptions of Council direction, they rate Council the lowest of all demographic and geographic groups on consultation and engagement (index score of 46) and community decisions (index score of 45), and rate Council significantly lower than average for lobbying (index score of 43 versus an average of 52) and sealed local roads (index score of 46 versus an average of 53).

It is also important not to ignore, and to learn from, what is working amongst other groups, especially residents aged 65+ years and Stawell residents, and use these lessons to build on performance experience and perceptions.

- Perceptions among 18 to 34 year olds also significantly improved relative to 2018 on overall performance, consultation and engagement, community decisions and sealed local roads.

Council should also look to build upon its improved performance on sealed local roads, consultation and engagement, and its ability to make decisions in the interests of the community over the next 12 months.



Further areas of exploration

An approach we recommend is to further mine the survey data to better understand the profile of these over and under-performing demographic groups. This can be achieved via additional consultation and data interrogation, self-mining the SPSS data provided, or via the dashboard portal available to the council.

A personal briefing by senior JWS Research representatives is also available to assist in providing both explanation and interpretation of the results. Please contact JWS Research on:

03 8685 8555



Summary of findings



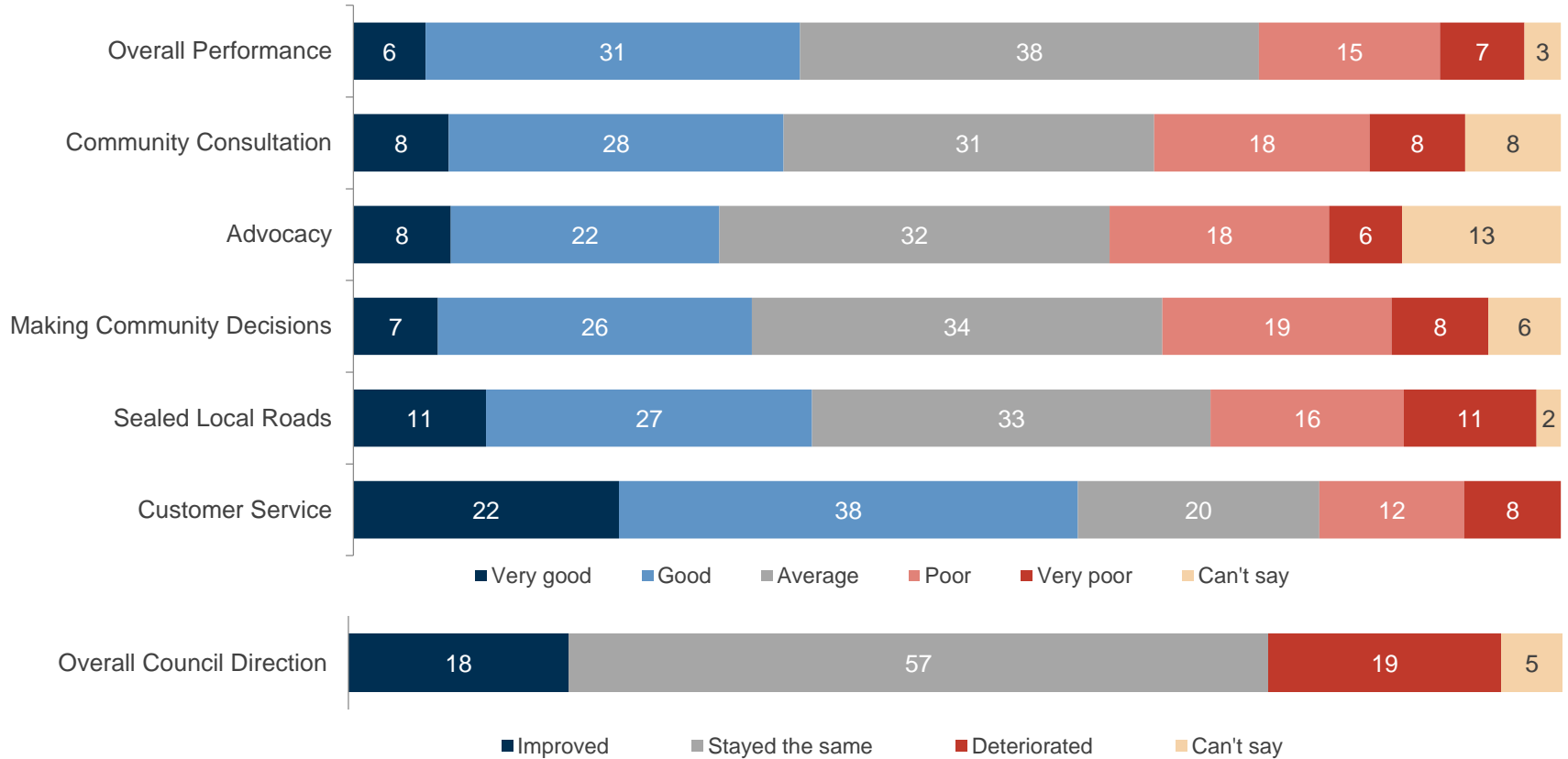
Summary of core measures

| Performance Measures | Northern Grampians 2019 | Northern Grampians 2018 | Small Rural 2019 | State-wide 2019 | Highest score | Lowest score |
|--|-------------------------|-------------------------|------------------|-----------------|----------------------------|--------------|
| Overall Performance | 53 | 50 | 58 | 60 | Aged 18-34 and 65+ years | St Arnau |
| Community Consultation (Community consultation and engagement) | 53 | 48 | 56 | 56 | Aged 18-34 years | St Arnau |
| Advocacy (Lobbying on behalf of the community) | 52 | 49 | 55 | 54 | Aged 65+ years | St Arnau |
| Making Community Decisions (Decisions made in the interest of the community) | 51 | 47 | 55 | 55 | Aged 65+ years | St Arnau |
| Sealed Local Roads (Condition of sealed local roads) | 53 | 48 | 53 | 56 | Stawell | St Arnau |
| Customer Service | 64 | 65 | 70 | 71 | Stawell, Surrounding Areas | St Arnau |
| Overall Council Direction | 50 | 49 | 53 | 53 | Stawell | St Arnau |



Summary of key community satisfaction

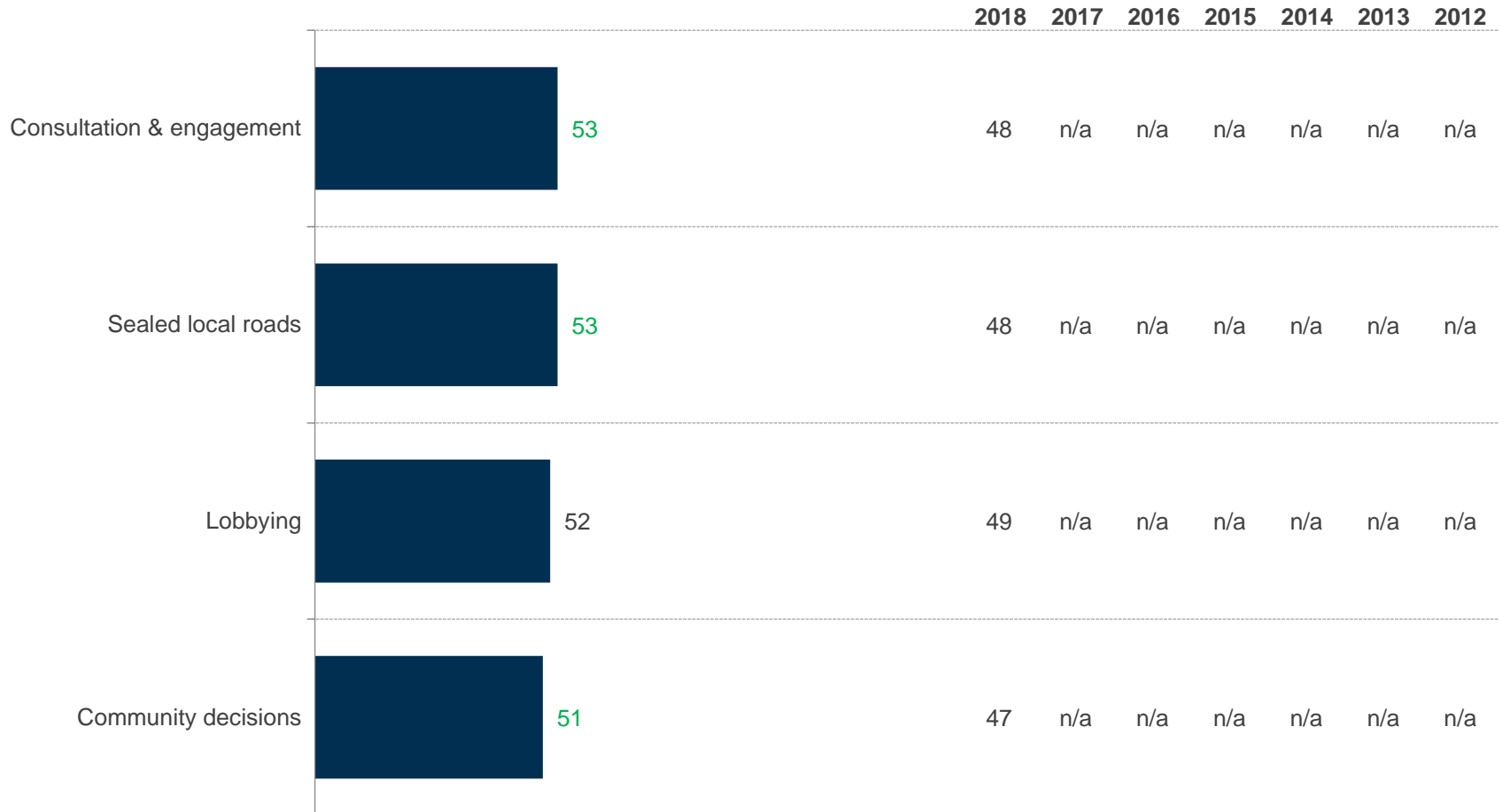
Key measures summary results (%)





Individual service area performance

2019 individual service area performance (index scores)

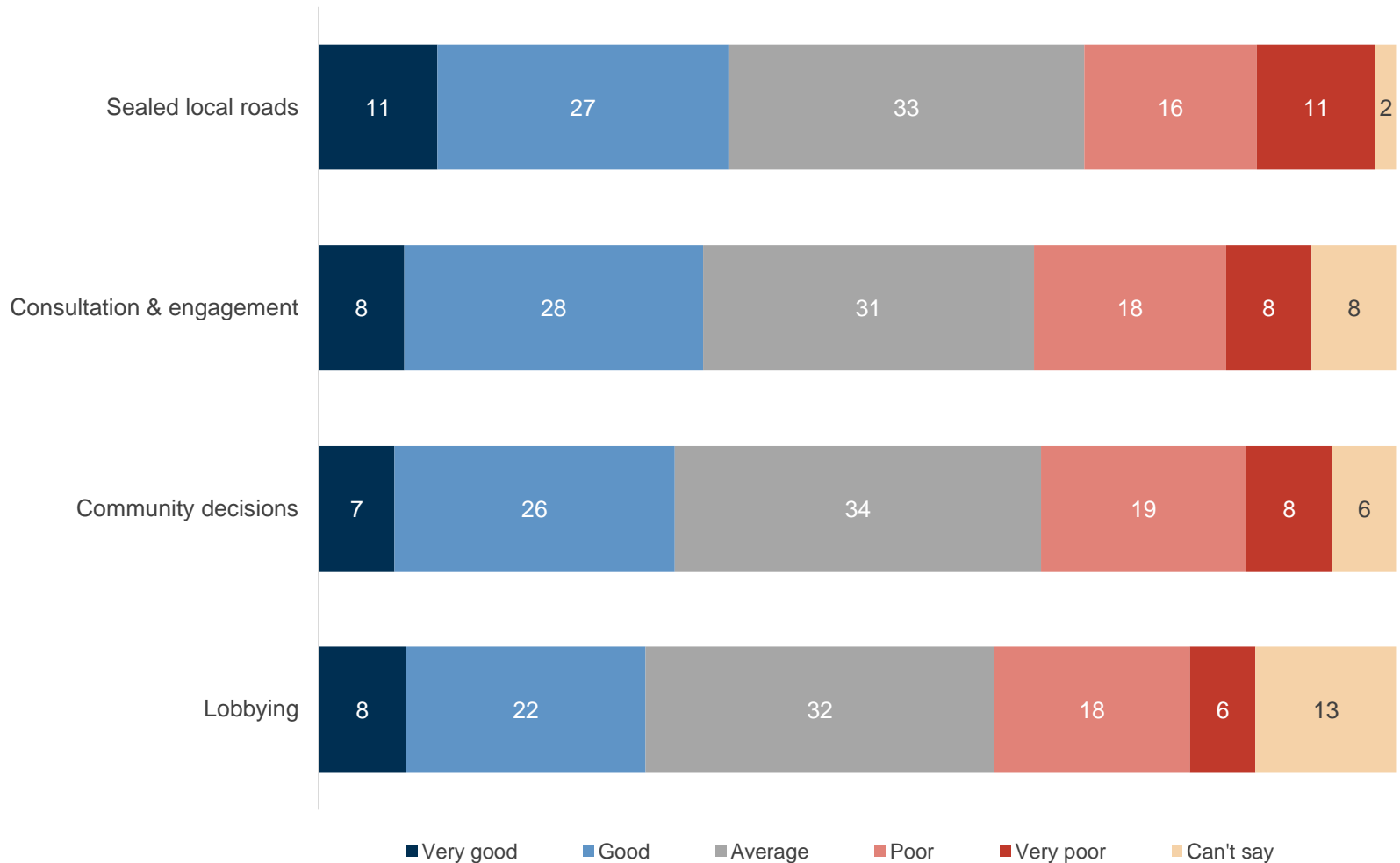


Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18
 Note: Please see Appendix A for explanation of significant differences.



Individual service area performance

2019 individual service area performance (%)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

Individual service area performance vs State-wide average



Significantly Higher than State-wide Average

- Not applicable

Significantly Lower than State-wide Average

- Consultation & engagement
- Making community decisions
- Sealed local roads



Individual service area performance vs group average

Significantly Higher than Group Average

- Not applicable

Significantly Lower than Group Average

- Consultation & engagement
- Lobbying
- Making community decisions

DETAILED FINDINGS



Overall performance



Overall performance

2019 overall performance (index scores)

| | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|--------------------|------|------|------|------|------|------|------|
| State-wide | 59 | 59 | 59 | 60 | 61 | 60 | 60 |
| Small Rural | 56 | 58 | 57 | 59 | n/a | n/a | n/a |
| 65+ | 54 | n/a | n/a | n/a | n/a | n/a | n/a |
| 18-34 | 49 | n/a | n/a | n/a | n/a | n/a | n/a |
| Stawell | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Women | 53 | n/a | n/a | n/a | n/a | n/a | n/a |
| Surrounding areas | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Northern Grampians | 50 | n/a | n/a | n/a | n/a | n/a | n/a |
| Men | 48 | n/a | n/a | n/a | n/a | n/a | n/a |
| 50-64 | 46 | n/a | n/a | n/a | n/a | n/a | n/a |
| 35-49 | 50 | n/a | n/a | n/a | n/a | n/a | n/a |
| St Arnau | n/a | n/a | n/a | n/a | n/a | n/a | n/a |

Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Northern Grampians Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

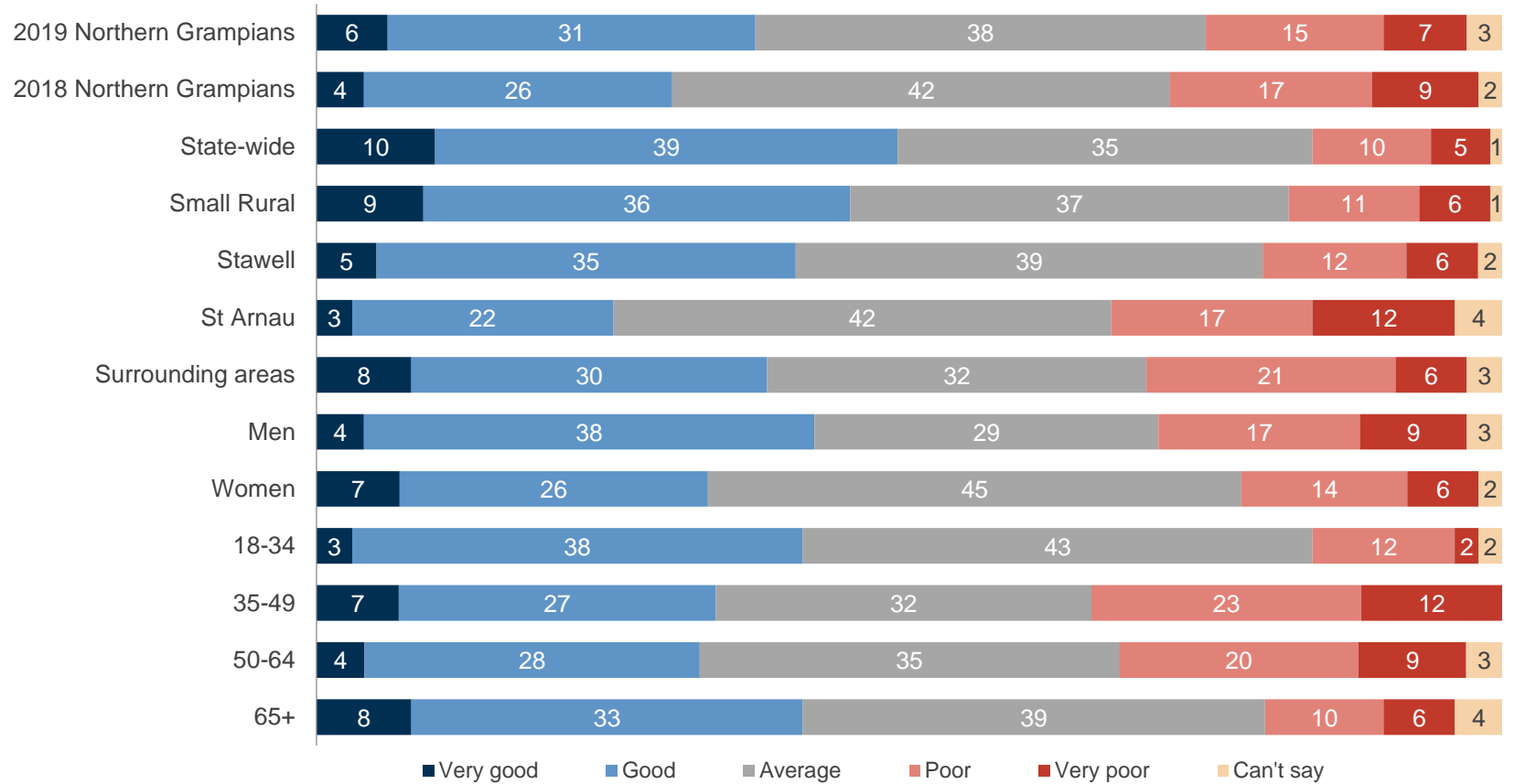
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

Note: Please see Appendix A for explanation of significant differences.



Overall performance

Overall performance (%)



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Northern Grampians Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

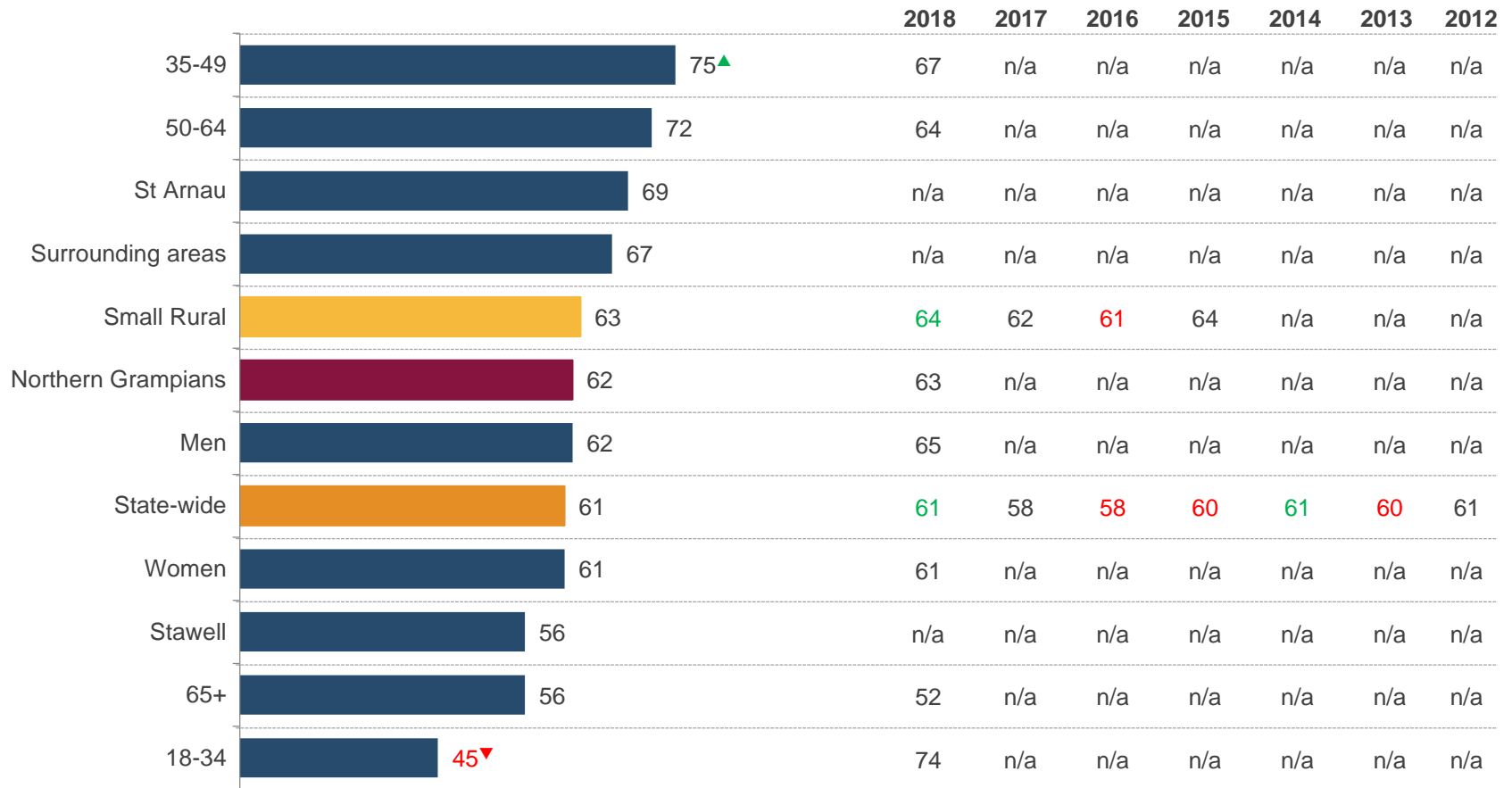


Customer service



Contact with council

2019 contact with council (%)



Q5. Over the last 12 months, have you or any member of your household had any contact with Northern Grampians Shire Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked state-wide: 38 Councils asked group: 12

Note: Please see Appendix A for explanation of significant differences.



Customer service rating

2019 customer service rating (index scores)

| | | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|--------------------|-----|------|------|------|------|------|------|------|
| State-wide | 71▲ | 70 | 69 | 69 | 70 | 72 | 71 | 71 |
| Small Rural | 70▲ | 69 | 69 | 69 | 70 | n/a | n/a | n/a |
| Stawell | 66 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Surrounding areas | 66 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 35-49 | 66 | 61 | n/a | n/a | n/a | n/a | n/a | n/a |
| 65+ | 65 | 68 | n/a | n/a | n/a | n/a | n/a | n/a |
| Women | 64 | 64 | n/a | n/a | n/a | n/a | n/a | n/a |
| Northern Grampians | 64 | 65 | n/a | n/a | n/a | n/a | n/a | n/a |
| 50-64 | 63 | 66 | n/a | n/a | n/a | n/a | n/a | n/a |
| Men | 63 | 66 | n/a | n/a | n/a | n/a | n/a | n/a |
| 18-34 | 60 | 64 | n/a | n/a | n/a | n/a | n/a | n/a |
| St Arnau | 56 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |

Q5c. Thinking of the most recent contact, how would you rate Northern Grampians Shire Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months.

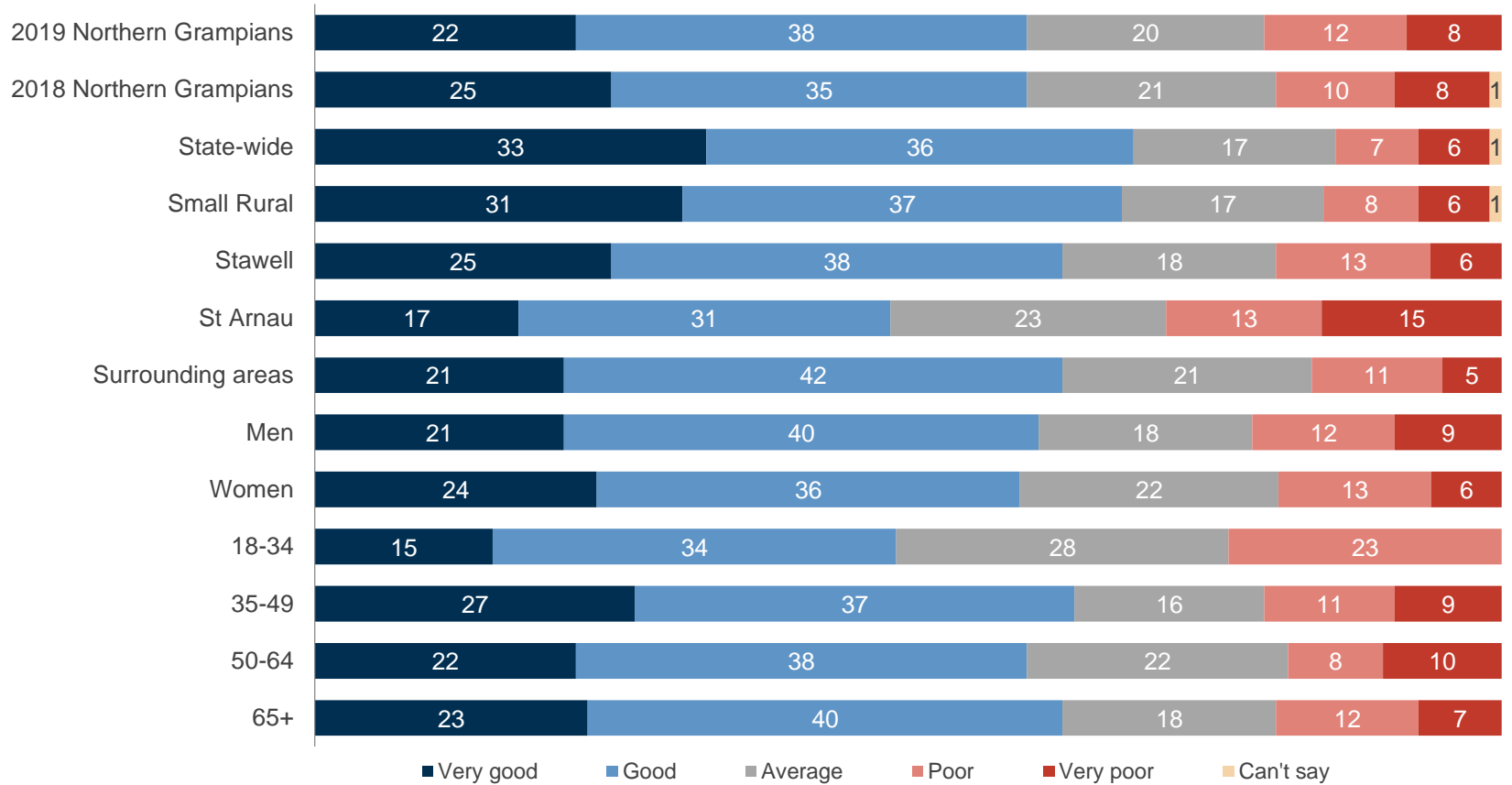
Councils asked state-wide: 63 Councils asked group: 18

Note: Please see Appendix A for explanation of significant differences.



Customer service rating

Customer service rating (%)



Q5c. Thinking of the most recent contact, how would you rate Northern Grampians Shire Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.
 Base: All respondents who have had contact with Council in the last 12 months.
 Councils asked state-wide: 63 Councils asked group: 18



Council direction



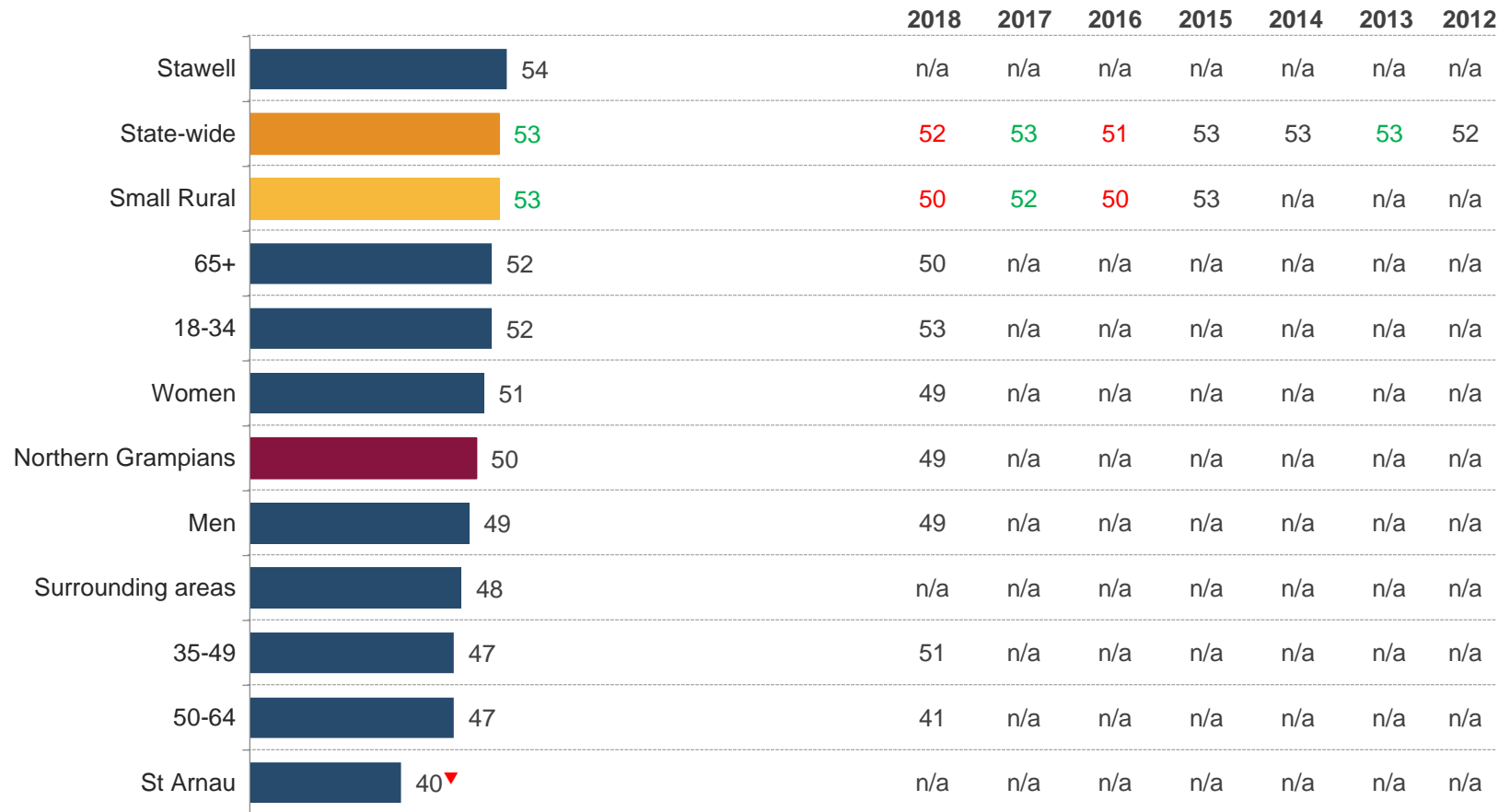
Council direction summary

| | |
|---|--|
| Council direction | <ul style="list-style-type: none">• 57% stayed about the same, up 4 points on 2018• 18% improved, down 2 points on 2018• 19% deteriorated, down 4 points on 2018 |
| Most satisfied with Council direction | <ul style="list-style-type: none">• Stawell residents |
| Least satisfied with Council direction | <ul style="list-style-type: none">• St Arnaud residents |



Overall council direction last 12 months

2019 overall direction (index scores)



Q6. Over the last 12 months, what is your view of the direction of Northern Grampians Shire Council's overall performance?

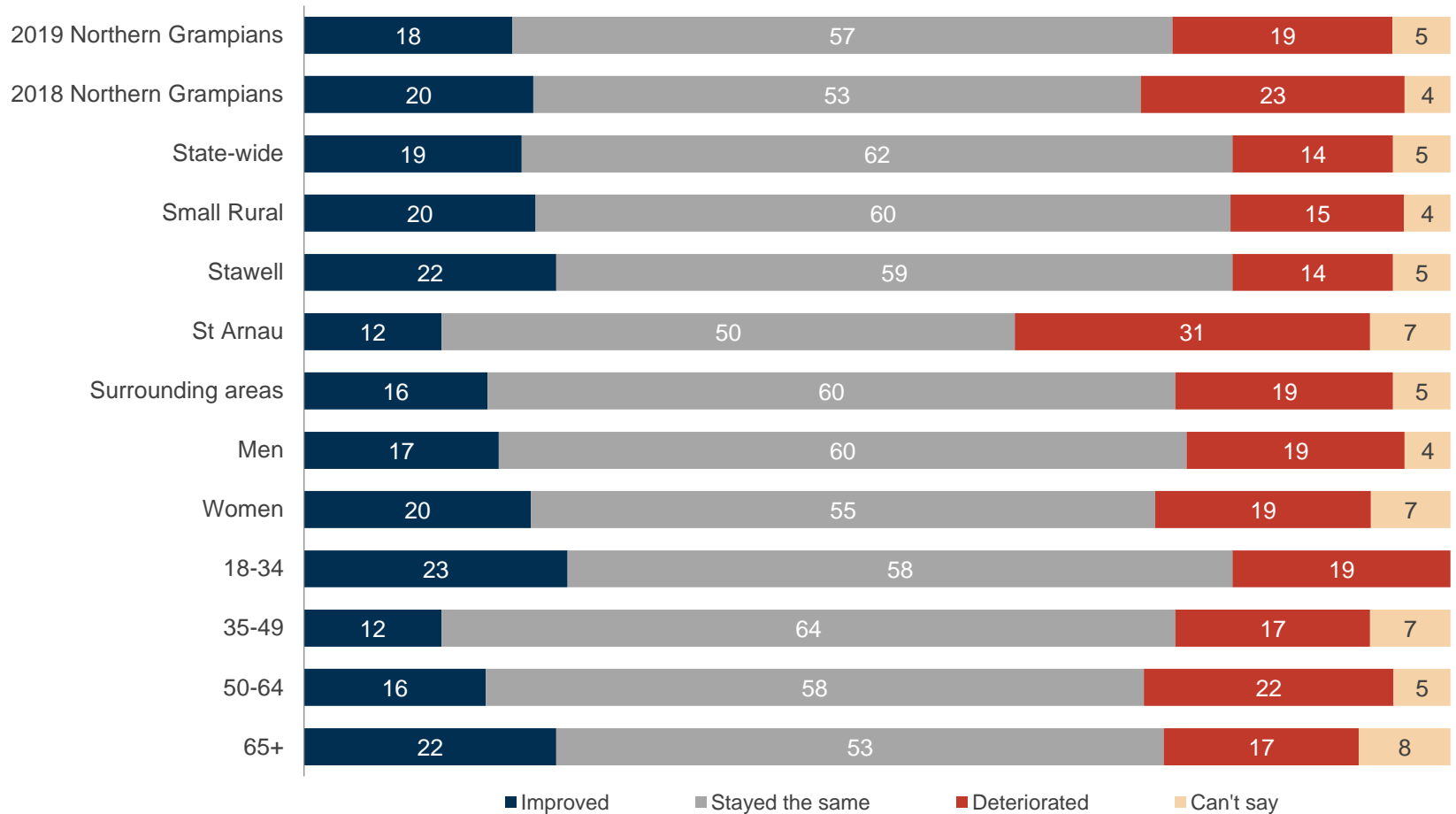
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

Note: Please see Appendix A for explanation of significant differences.



Overall council direction last 12 months

2019 overall council direction (%)



Q6. Over the last 12 months, what is your view of the direction of Northern Grampians Shire Council's overall performance?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18



Individual service areas



Community consultation and engagement performance

2019 Consultation and engagement performance (index scores)

| | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|--------------------|------|------|------|------|------|------|------|
| 18-34 | 45 | n/a | n/a | n/a | n/a | n/a | n/a |
| Stawell | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Small Rural | 54 | 55 | 55 | 56 | n/a | n/a | n/a |
| State-wide | 55 | 55 | 54 | 56 | 57 | 57 | 57 |
| Women | 50 | n/a | n/a | n/a | n/a | n/a | n/a |
| 65+ | 53 | n/a | n/a | n/a | n/a | n/a | n/a |
| Surrounding areas | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Northern Grampians | 48 | n/a | n/a | n/a | n/a | n/a | n/a |
| Men | 46 | n/a | n/a | n/a | n/a | n/a | n/a |
| 35-49 | 49 | n/a | n/a | n/a | n/a | n/a | n/a |
| 50-64 | 45 | n/a | n/a | n/a | n/a | n/a | n/a |
| St Arnau | n/a | n/a | n/a | n/a | n/a | n/a | n/a |

Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?

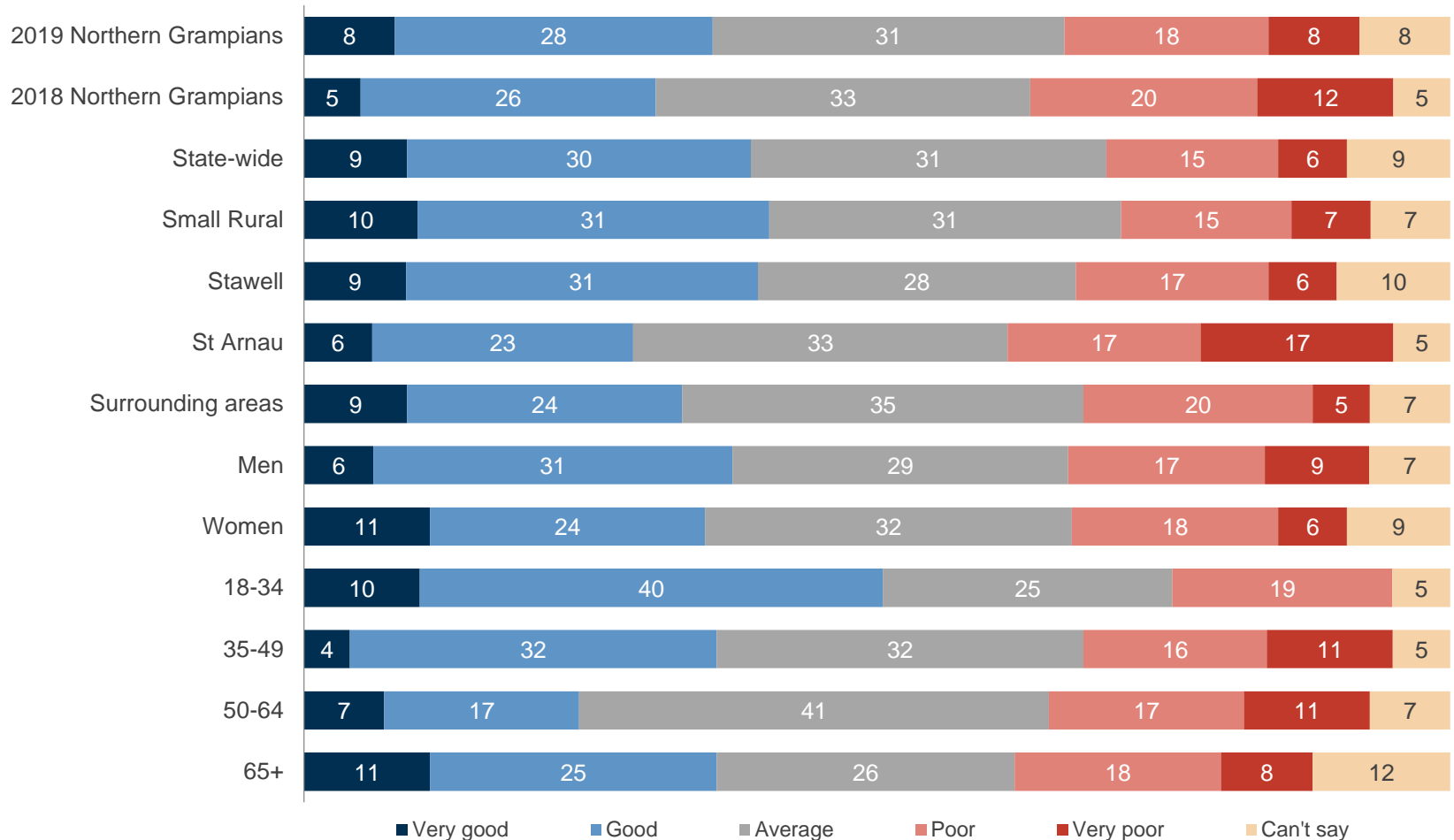
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance

2019 Consultation and engagement performance (%)



Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18



Lobbying on behalf of the community performance

2019 Lobbying performance (index scores)

| | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|--------------------|------|------|------|------|------|------|------|
| 65+ | 54 | n/a | n/a | n/a | n/a | n/a | n/a |
| Stawell | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Small Rural | 53 | 55▲ | 54 | 56 | n/a | n/a | n/a |
| 18-34 | 48 | n/a | n/a | n/a | n/a | n/a | n/a |
| State-wide | 54 | 54 | 53 | 55 | 56 | 55 | 55 |
| Women | 48 | n/a | n/a | n/a | n/a | n/a | n/a |
| Northern Grampians | 49 | n/a | n/a | n/a | n/a | n/a | n/a |
| Men | 50 | n/a | n/a | n/a | n/a | n/a | n/a |
| Surrounding areas | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 50-64 | 45 | n/a | n/a | n/a | n/a | n/a | n/a |
| 35-49 | 50 | n/a | n/a | n/a | n/a | n/a | n/a |
| St Arnau | n/a | n/a | n/a | n/a | n/a | n/a | n/a |

Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?

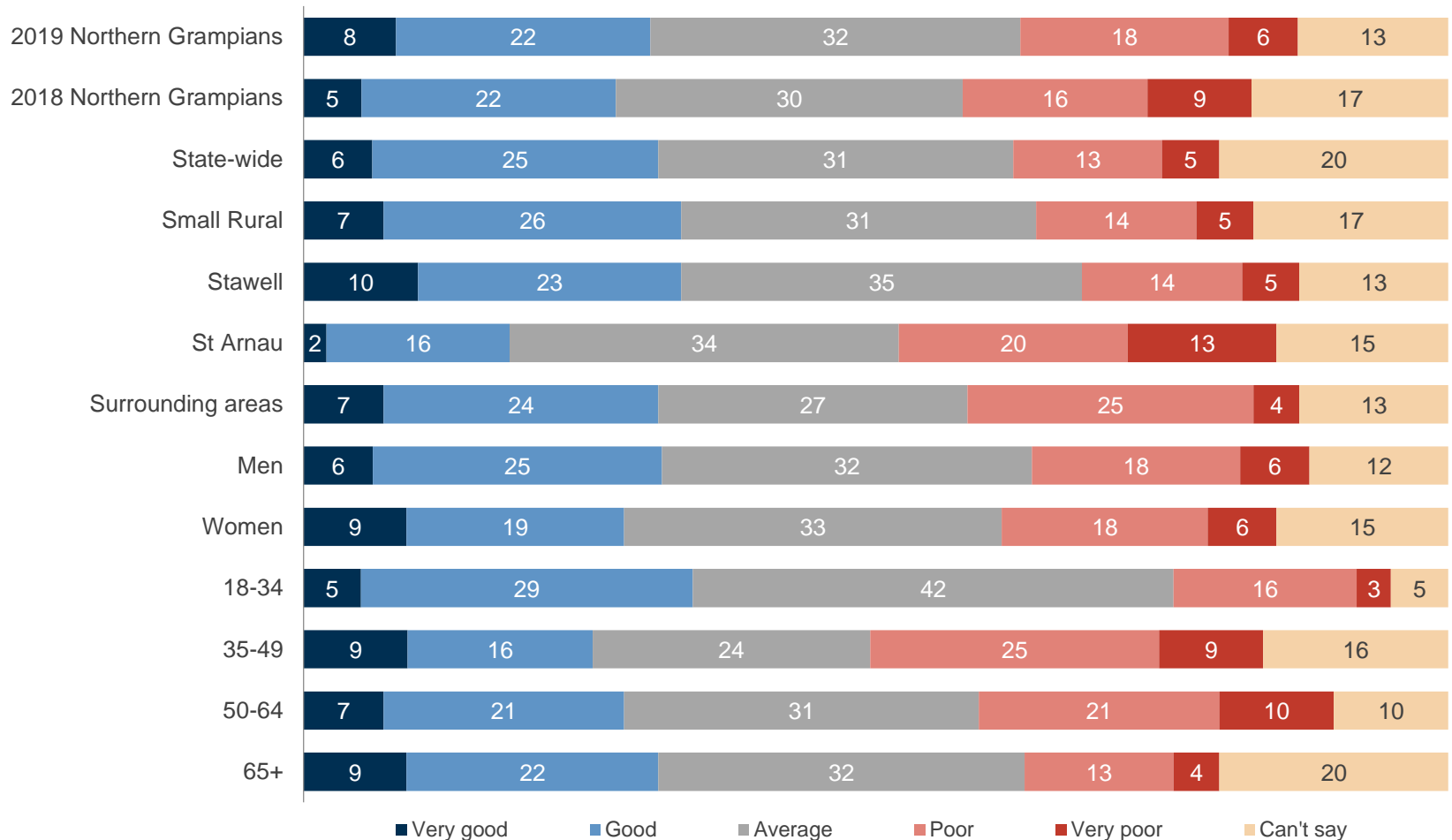
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance

2019 Lobbying performance (%)



Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

Decisions made in the interest of the community performance



2019 Community decisions made performance (index scores)

| | | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|--------------------|-----|------|------|------|------|------|------|------|
| Small Rural | 55▲ | 52 | 55 | 53 | 56 | n/a | n/a | n/a |
| State-wide | 55▲ | 54 | 54 | 54 | 55 | 57 | n/a | n/a |
| 65+ | 54 | 53 | n/a | n/a | n/a | n/a | n/a | n/a |
| Stawell | 53 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Women | 51 | 49 | n/a | n/a | n/a | n/a | n/a | n/a |
| 18-34 | 51 | 41 | n/a | n/a | n/a | n/a | n/a | n/a |
| Northern Grampians | 51 | 47 | n/a | n/a | n/a | n/a | n/a | n/a |
| 50-64 | 50 | 46 | n/a | n/a | n/a | n/a | n/a | n/a |
| Men | 50 | 45 | n/a | n/a | n/a | n/a | n/a | n/a |
| Surrounding areas | 50 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 35-49 | 46 | 46 | n/a | n/a | n/a | n/a | n/a | n/a |
| St Arnau | 45 | n/a | n/a | n/a | n/a | n/a | n/a | n/a |

Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?

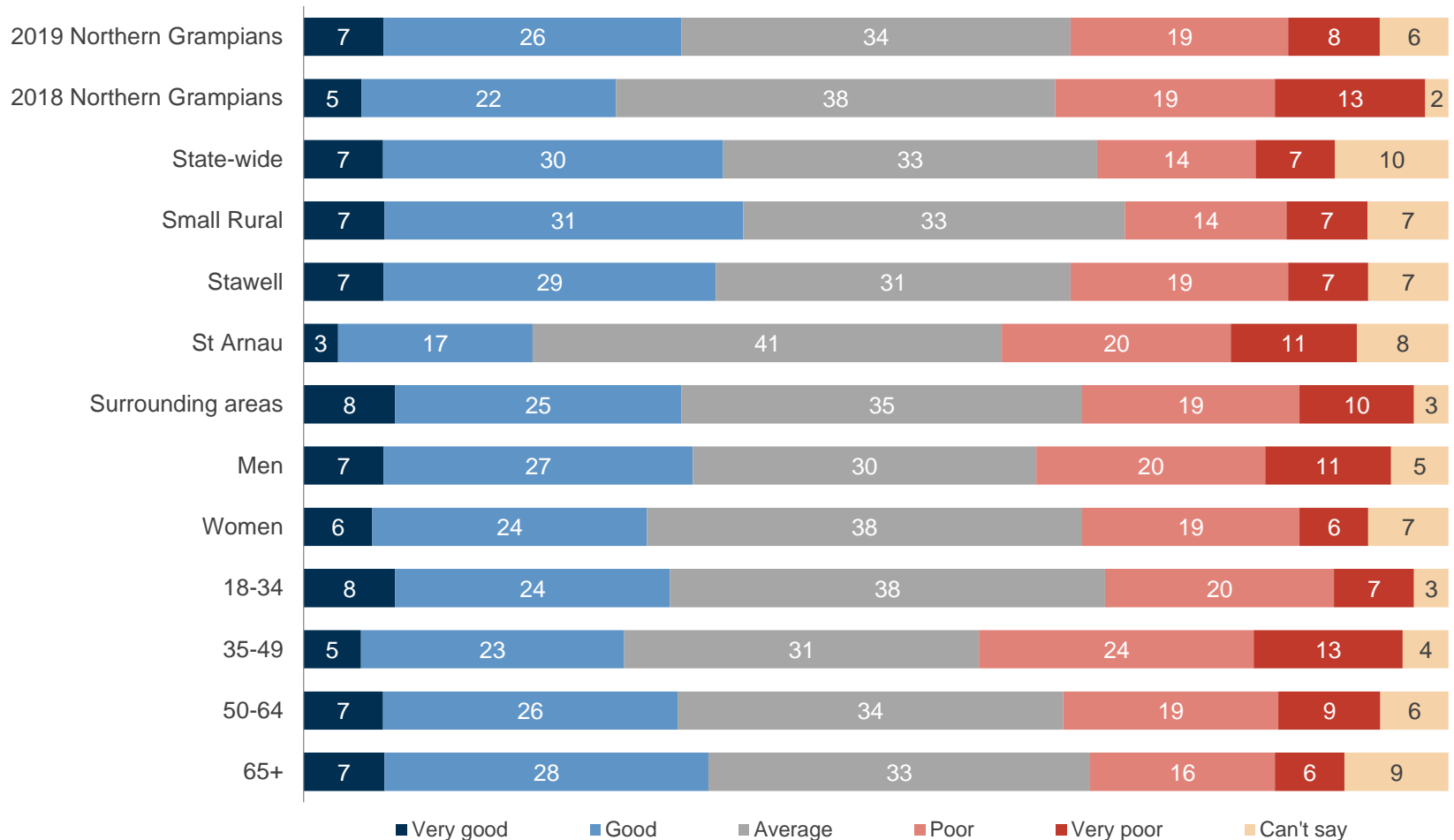
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

Note: Please see Appendix A for explanation of significant differences.

Decisions made in the interest of the community performance



2019 Community decisions made performance (%)



Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

The condition of sealed local roads in your area performance



2019 Sealed local roads performance (index scores)

| | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|--------------------|------|------|------|------|------|------|------|
| Stawell | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 18-34 | 47 | n/a | n/a | n/a | n/a | n/a | n/a |
| State-wide | 53 | 53▲ | 54 | 55 | 55 | n/a | n/a |
| Men | 50 | n/a | n/a | n/a | n/a | n/a | n/a |
| 65+ | 52 | n/a | n/a | n/a | n/a | n/a | n/a |
| Northern Grampians | 48 | n/a | n/a | n/a | n/a | n/a | n/a |
| Small Rural | 49 | 50 | 52 | 52 | n/a | n/a | n/a |
| 50-64 | 45 | n/a | n/a | n/a | n/a | n/a | n/a |
| Women | 46 | n/a | n/a | n/a | n/a | n/a | n/a |
| 35-49 | 46 | n/a | n/a | n/a | n/a | n/a | n/a |
| Surrounding areas | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| St Arnau | n/a | n/a | n/a | n/a | n/a | n/a | n/a |

Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?

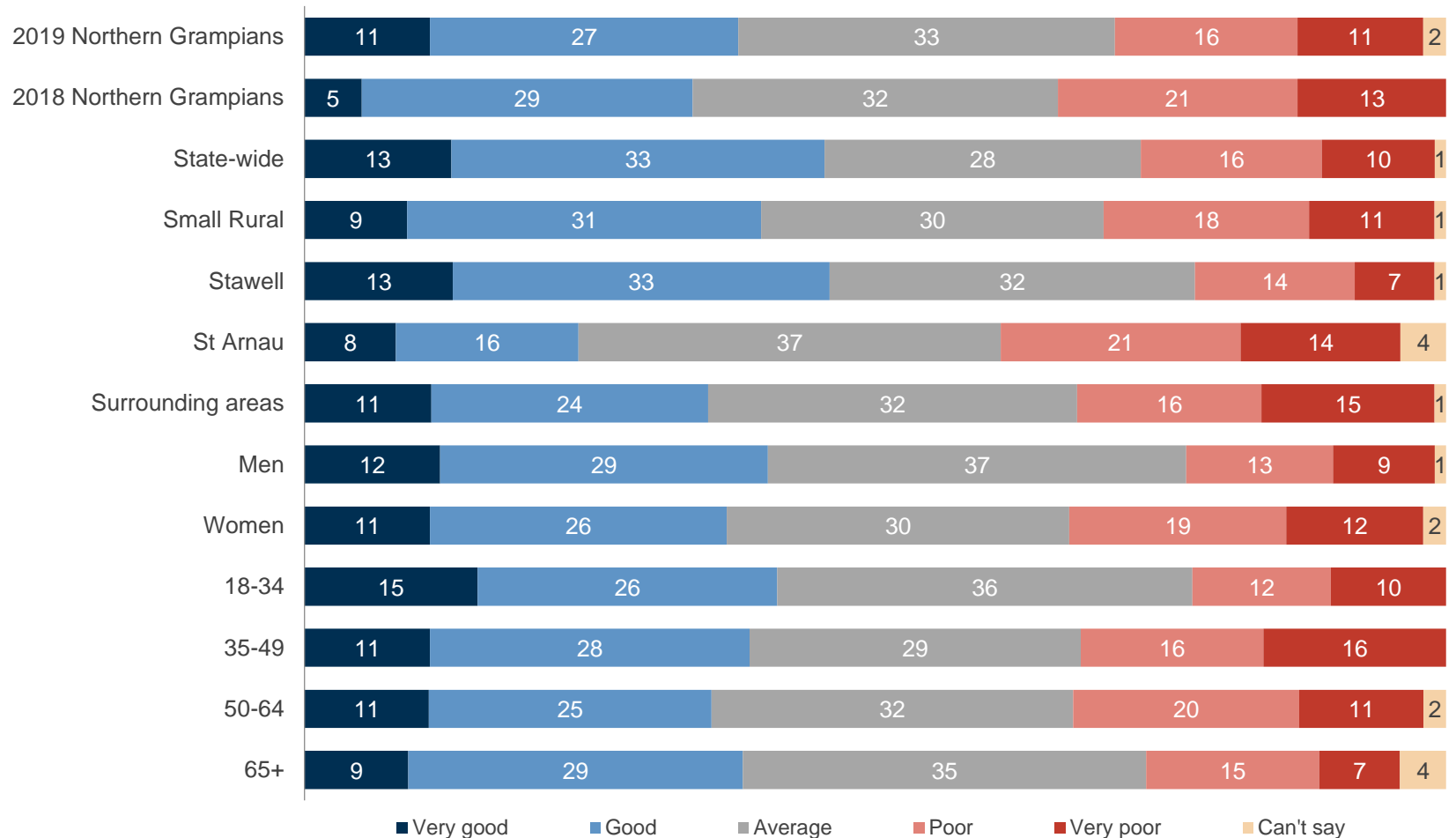
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

Note: Please see Appendix A for explanation of significant differences.

The condition of sealed local roads in your area performance



2019 Sealed local roads performance (%)



Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18



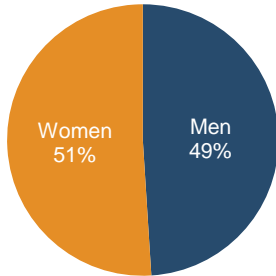
Detailed demographics



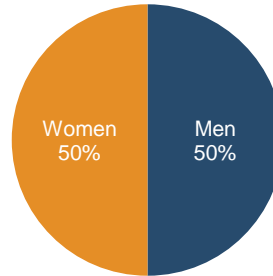
Gender and age profile

2019 gender

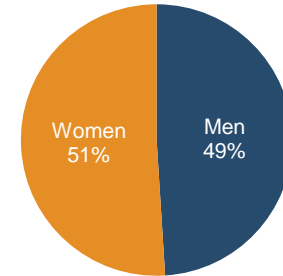
Northern Grampians



Small Rural

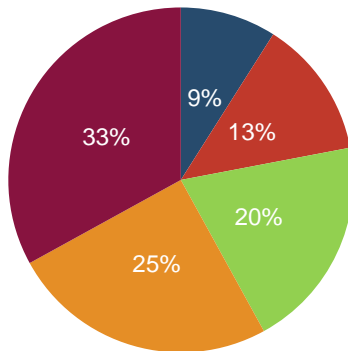


State-wide

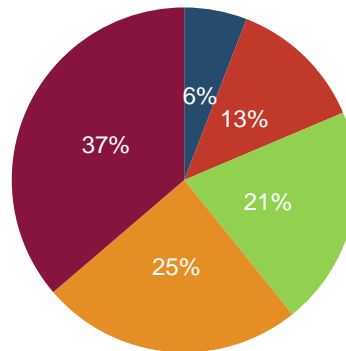


2019 age

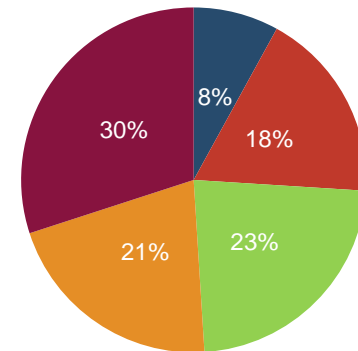
Northern Grampians



Small Rural



State-wide




■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

S3. [Record gender] / S4. To which of the following age groups do you belong?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18
 Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report.
 Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.



Appendix A: Index scores, margins of error and significant differences



Appendix A: Index Scores

Index Scores

Many questions ask respondents to rate council performance on a five-point scale, for example, from 'very good' to 'very poor', with 'can't say' also a possible response category. To facilitate ease of reporting and comparison of results over time, starting from the 2012 survey and measured against the state-wide result and the council group, an 'Index Score' has been calculated for such measures.

The Index Score is calculated and represented as a score out of 100 (on a 0 to 100 scale), with 'can't say' responses excluded from the analysis. The '% RESULT' for each scale category is multiplied by the 'INDEX FACTOR'. This produces an 'INDEX VALUE' for each category, which are then summed to produce the 'INDEX SCORE', equating to '60' in the following example.

Similarly, an Index Score has been calculated for the Core question 'Performance direction in the last 12 months', based on the following scale for each performance measure category, with 'Can't say' responses excluded from the calculation.

| SCALE CATEGORIES | % RESULT | INDEX FACTOR | INDEX VALUE |
|------------------|----------|--------------|-------------------|
| Very good | 9% | 100 | 9 |
| Good | 40% | 75 | 30 |
| Average | 37% | 50 | 19 |
| Poor | 9% | 25 | 2 |
| Very poor | 4% | 0 | 0 |
| Can't say | 1% | -- | INDEX SCORE 60 |

| SCALE CATEGORIES | % RESULT | INDEX FACTOR | INDEX VALUE |
|------------------|----------|--------------|-------------------|
| Improved | 36% | 100 | 36 |
| Stayed the same | 40% | 50 | 20 |
| Deteriorated | 23% | 0 | 0 |
| Can't say | 1% | -- | INDEX SCORE 56 |



Appendix A: Margins of error

The sample size for the 2019 State-wide Local Government Community Satisfaction Survey for Northern Grampians Shire Council was n=401. Unless otherwise noted, this is the total sample base for all reported charts and tables.

The maximum margin of error on a sample of approximately n=401 interviews is +/-4.8% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. As an example, a result of 50% can be read confidently as falling midway in the range 45.2% - 54.8%.

Maximum margins of error are listed in the table below, based on a population of 9,300 people aged 18 years or over for Northern Grampians Shire Council, according to ABS estimates.

| Demographic | Actual survey sample size | Weighted base | Maximum margin of error at 95% confidence interval |
|----------------------------------|---------------------------|---------------|--|
| Northern Grampians Shire Council | 401 | 400 | +/-4.8 |
| Men | 185 | 196 | +/-7.2 |
| Women | 216 | 204 | +/-6.6 |
| Stawell | 206 | 212 | +/-6.8 |
| St Arnau | 82 | 74 | +/-10.8 |
| Surrounding areas | 113 | 114 | +/-9.2 |
| 18-34 years | 41 | 85 | +/-15.5 |
| 35-49 years | 75 | 81 | +/-11.3 |
| 50-64 years | 122 | 101 | +/-8.9 |
| 65+ years | 163 | 133 | +/-7.6 |



Appendix A: Significant difference reporting notation

Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing green (▲) and downward directing red arrows (▼).

Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the 'Total' result for the council for that survey question for that year. Therefore in the example below:

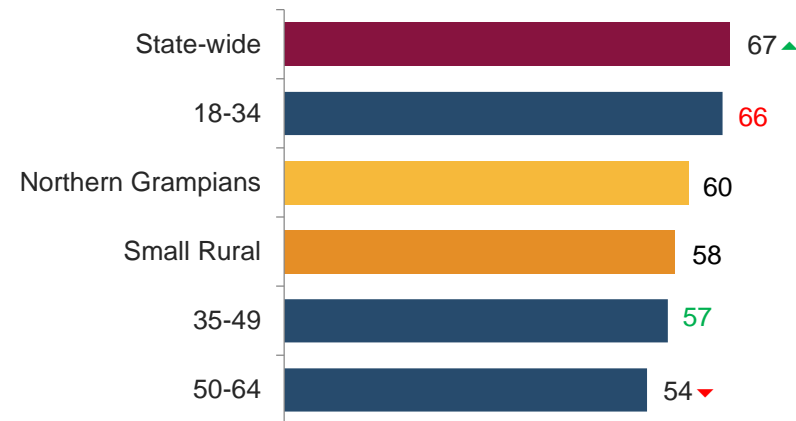
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2018.

Therefore in the example below:

- The result among 35-49 year olds in the council is **significantly higher** than the result achieved among this group in 2018.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2018.

Overall Performance – Index Scores
(example extract only)





Appendix A: Index score significant difference calculation

The test applied to the Indexes was an Independent Mean Test, as follows:

$$Z \text{ Score} = (\$1 - \$2) / \text{Sqrt} ((\$5^2 / \$3) + (\$6^2 / \$4))$$

Where:

- \$1 = Index Score 1
- \$2 = Index Score 2
- \$3 = unweighted sample count 1
- \$4 = unweighted sample count 2
- \$5 = standard deviation 1
- \$6 = standard deviation 2

All figures can be sourced from the detailed cross tabulations.

The test was applied at the 95% confidence interval, so if the Z Score was greater than +/- 1.954 the scores are significantly different.



Appendix B: Further project information



Appendix B: Further information

Further information about the report and explanations about the State-wide Local Government Community Satisfaction Survey can be found in this section including:

- Survey methodology and sampling
- Analysis and reporting
- Glossary of terms

Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

Contacts

For further queries about the conduct and reporting of the 2019 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

(03) 8685 8555 or via email:

admin@jwsresearch.com



Appendix B: Survey methodology and sampling

The 2019 results are compared with previous years, as detailed below:

- 2019, n=401 completed interviews, conducted in the period of 1st February – 30th March.
- 2018, n=400 completed interviews, conducted in the period of 1st February – 30th March.

Minimum quotas of gender within age groups were applied during the fieldwork phase. Post-survey weighting was then conducted to ensure accurate representation of the age and gender profile of the Northern Grampians Shire Council area.

Any variation of +/-1% between individual results and net scores in this report or the detailed survey tabulations is due to rounding. In reporting, '—' denotes not mentioned and '0%' denotes mentioned by less than 1% of respondents. 'Net' scores refer to two or more response categories being combined into one category for simplicity of reporting.

This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in Northern Grampians Shire Council.

Survey sample matched to the demographic profile of Northern Grampians Shire Council as determined by the most recent ABS population estimates was purchased from an accredited supplier of publicly available phone records, including up to 40% mobile phone numbers to cater to the diversity of residents within Northern Grampians Shire Council, particularly younger people.

A total of n=401 completed interviews were achieved in Northern Grampians Shire Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2019.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2019, 63 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2019 vary slightly.

Council Groups

Northern Grampians Shire Council is classified as a Small Rural council according to the following classification list:

Metropolitan, Interface, Regional Centres, Large Rural & Small Rural

Councils participating in the Small Rural group are:
Alpine, Ararat, Benalla, Buloke, Central Goldfields, Gannawarra, Hepburn, Hindmarsh, Indigo, Mansfield, Murrindindi, Northern Grampians, Pyrenees, Queenscliffe, Strathbogie, Towong, West Wimmera and Yarriambiack.

Wherever appropriate, results for Northern Grampians Shire Council for this 2019 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Small Rural group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.



Appendix B: Analysis and reporting

2012 survey revision

The survey was revised in 2012. As a result:

- The survey is now conducted as a representative random probability survey of residents aged 18 years or over in local councils, whereas previously it was conducted as a 'head of household' survey.
- As part of the change to a representative resident survey, results are now weighted post survey to the known population distribution of Northern Grampians Shire Council according to the most recently available Australian Bureau of Statistics population estimates, whereas the results were previously not weighted.
- The service responsibility area performance measures have changed significantly and the rating scale used to assess performance has also changed.

As such, the results of the 2012 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. Comparisons in the period 2012-2019 have been made throughout this report as appropriate.



Appendix B: Analysis and reporting

Core, optional and tailored questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2019 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

- Overall performance last 12 months (Overall performance)
- Lobbying on behalf of community (Advocacy)
- Community consultation and engagement (Consultation)
- Decisions made in the interest of the community (Making community decisions)
- Condition of sealed local roads (Sealed local roads)
- Contact in last 12 months (Contact)
- Rating of contact (Customer service)
- Overall council direction last 12 months (Council direction)

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2019 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.



Appendix B: Analysis and reporting

Reporting

Every council that participated in the 2019 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with a state-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed.

Tailored questions commissioned by individual councils are reported only to the commissioning council and not otherwise shared unless by express written approval of the commissioning council.

The overall State-wide Local Government Community Satisfaction Report is available at <http://www.delwp.vic.gov.au/local-government/strengthening-councils/council-community-satisfaction-survey>.



Appendix B: Glossary of terms

Core questions: Compulsory inclusion questions for all councils participating in the CSS.

CSS: 2019 Victorian Local Government Community Satisfaction Survey.

Council group: One of five classified groups, comprising: metropolitan, interface, regional centres, large rural and small rural.

Council group average: The average result for all participating councils in the council group.

Highest / lowest: The result described is the highest or lowest result across a particular demographic sub-group e.g. men, for the specific question being reported. Reference to the result for a demographic sub-group being the highest or lowest does not imply that it is significantly higher or lower, unless this is specifically mentioned.

Index score: A score calculated and represented as a score out of 100 (on a 0 to 100 scale). This score is sometimes reported as a figure in brackets next to the category being described, e.g. men 50+ (60).

Optional questions: Questions which councils had an option to include or not.

Percentages: Also referred to as ‘detailed results’, meaning the proportion of responses, expressed as a percentage.

Sample: The number of completed interviews, e.g. for a council or within a demographic sub-group.

Significantly higher / lower: The result described is significantly higher or lower than the comparison result based on a statistical significance test at the 95% confidence limit. If the result referenced is statistically higher or lower then this will be specifically mentioned, however not all significantly higher or lower results are referenced in summary reporting.

Statewide average: The average result for all participating councils in the State.

Tailored questions: Individual questions tailored by and only reported to the commissioning council.

Weighting: Weighting factors are applied to the sample for each council based on available age and gender proportions from ABS census information to ensure reported results are proportionate to the actual population of the council, rather than the achieved survey sample.

**THERE ARE
OVER
6 MILLION
PEOPLE IN
VICTORIA...**

**FIND OUT
WHAT THEY'RE
THINKING.**



Contact us
03 8685 8555



Follow us
[@JWSResearch](#)

John Scales
Managing Director
jcales@jwsresearch.com

Mark Zuker
Managing Director
mzucker@jwsresearch.com

Katrina Cox
Director of Client Services
kcox@jwsresearch.com

